

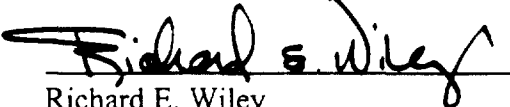
Pending the repeal of the rules, however, the Commission in this proceeding should adopt a liberal waiver policy for newspaper/radio cross-ownership, including a presumptive waiver standard that permits common ownership of co-located dailies and radio stations where a significant level of diversity and competition will continue to exist in the marketplace. In establishing the threshold for such presumptive waivers, the agency should utilize a realistic definition of the geographic scope of the market in question, based upon established industry standards and, where appropriate, actual service contours, and should take into account the enormous growth since 1975 in the number and variety of competing information providers and advertising outlets.

In addition to such a presumptive standard based on market conditions, the Commission's waiver policy should include relief for grandfathered station/newspaper combinations and other facilities with a substantial history of common ownership and operation in the public interest. Finally, the FCC should afford applicants who do not meet the threshold for presumptive waiver

broad latitude, on a case-by-case basis, to demonstrate specific programming and other public interest benefits from joint operation that would justify waiver.

Respectfully submitted,

MORRIS COMMUNICATIONS CORPORATION  
and  
STAUFFER COMMUNICATIONS, INC.

By: 

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of

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Its Attorneys

March 21, 1997

APPENDIX A

**COMPETING INFORMATION PROVIDERS IN THE  
TOPEKA, KANSAS AREA**

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

Page 1

TOPEKA METRO AREA

SHAWNEE COUNTY (Topeka)

Radio: (Home)	KBUZ-FM	KDVV-FM	WIBW-FM
	KJTY-FM	KTOP	WREN
	KMAJ-AM	KWIC-FM	KQTP-FM
	KMAJ-AM	WIBW	KTPK-FM

Radio: (Others with listening reported in Topeka Arbitron, Fall 1996)

KBEQ-FM	KCFX-FM	KCIY-FM
KCMO	KCMO-FM	KLTH-FM
KFKF-FM	KLZR-FM	KMBZ
KMXV-FM	KPRS-FM	KQRC-FM
KUDL-FM	KXBZ-FM	KXTR-FM
KYYS-FM	WDAF	

Television:

- KSNT
- KTKA
- KTWU
- WIBW
- KTMJ

Newspapers:

- The Topeka Capital Journal - daily
- El Hispano Bilingual
- The Kansas Christian
- The Sherwood Gazette - monthly
- Topeka Metro News - semi-weekly
- The Sentinel - bi-weekly

Cable:

- Galaxy Cablevision
- TCI of Kansas
- Cable-Tel of Topeka

Direct Mail:

- Coupon Magazine of Kansas
- S & J Midwest
- Ad-Venture
- Consolidated Mailing Corp.
- Data Documents, Inc.
- DataMail Inc.
- DTWO Marketing Communications
- Ready Mail Inc.
- The Home Shopper
- Kansas Stockman & Kansas Farmer

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

Page 2

Yellow Pages: Southwestern Bell Yellow Pages  
Woodward Publications

Directories: The Polk Directory  
Topeka Parent & Child Guide Book

Outdoor: Martin Outdoor Advertising  
Boyles Portable Sign Rentals  
RJ Outdoor

OSAGE COUNTY (OSAGE CITY, LYNDON)

Radio: KANS-FM

Newspapers: Osage County Chronicle - weekly

Cable: Cablevision (Osage City/Lyndon)

Yellow Pages: Sprint Yellow Pages (Osage City)

JACKSON COUNTY (HOLTON, WETMORE)

Newspapers: Holton Recorder - weekly

Cable: CLR Video

Yellow Pages: Sprint (Holton)

WABAUNSEE COUNTY (ESKRIDGE)

Newspapers: Flint Hills Independent - weekly

Cable: Galaxy Cablevision  
TCI of Kansas

PROVIDERS OF INFORMATION  
WIBW AM/FM  
Topeka, Kansas  
Page 3

JEFFERSON COUNTY (VALLEY FALLS, OSKALOOSA)

Newspapers: Valley Falls Vindicator - weekly  
Oskaloosa Independent - weekly

Cable: CLR Video

Yellow Pages: Sprint (Oskaloosa)

PROVIDERS OF INFORMATION  
WIBW AM/FM  
Topeka, Kansas  
Page 4

TOPEKA DMA

(DMA includes the Topeka Metro Area plus the following):

COFFEY COUNTY (GRIDLEY, BURLINGTON)

Radio: KSNP-FM (Burlington)

Cable: U.S. Cable DBA/Cablevision

Newspapers: Coffey County This Week - weekly  
Coffey County Today - weekly  
Gridley Gleam - weekly

Yellow Pages: Sprint Yellow Pages (Burlington)

LYON COUNTY (EMPORIA)

Radio: KFFX-FM KVOE-FM  
KGZF-FM KNGM-FM  
KVOE-AM KANS-FM

Newspapers: Emporia Gazette - daily  
The Bulletin

Cable: Classic Cable  
Galaxy Cablevision

Yellow Pages: Southwestern Bell (Emporia)

Outdoor: Martin Outdoor Advertising

MORRIS COUNTY (COUNCIL GROVE, WHITE CITY)

Newspapers: Council Grove Republican - daily  
Prairie Post, White City - weekly

Cable: Community Antenna Systems, Inc.

PROVIDERS OF INFORMATION  
WIBW AM/FM  
Topeka, Kansas  
Page 5

GEARY COUNTY (JUNCTION CITY)

Radio: KJCK-AM  
KJCK-FM

Newspapers: Junction City Daily Union - daily  
Ft. Riley Post - weekly

Direct Mail: Direct Results (Junction City)

Yellow Pages: Sprint (Junction City)

Outdoor: Gateway Outdoor Advertising (Junction City)  
Heartland Signs (Junction City)  
Thomas Sign Advertising (Junction City)

CLAY COUNTY (CLAY CENTER)

Radio: KCLY-FM  
KFRM-AM

Newspapers: Clay Center Dispatch - daily

Cable: Cablecom of Clay Center

RILEY COUNTY (MANHATTAN)

Radio: KHCA-FM (Wamego) KXBX-FM  
KKSU-AM KQLA-FM  
KMAN-AM KSDB-FM  
KMKF-FM

Television: KTMJ (Junction City)

Newspapers: The Daily Union - daily  
High Plains Journal  
Keynotes for Senior Kansans  
Manhattan Free Press  
The Manhattan Mercury - daily  
The Riley Countian - weekly  
The Kansas State Collegian - daily  
Grass & Grain  
Pig Tales



PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

Page 6

Cable: Manhattan Cable TV Services, Inc.  
Cencom Cable of Riley  
Junction City Television

Direct Mail: SWBYP's Special Delivery (Manhattan)

Yellow Pages: Southwestern Bell (Manhattan)

Outdoor: Thomas Sign Advertising (Manhattan)

POTTAWATOMIE (WAMEGO, WESTMORELAND, ONAGA, ST. MARYS)

Radio: KHCA-FM (Wamego)

Newspapers: Onaga Herald - weekly  
St. Marys Star - weekly  
Wamego Smoke Signal - weekly  
Wamego Times - weekly  
Westmoreland Recorder - weekly

Cable: Wamego Cablevision & CLR Video

Yellow Pages: Sprint (St. Marys)

MARSHALL COUNTY (MARYSVILLE, FRANKFORT, WATERVILLE)

Radio: KNDY-AM (Marysville)  
KNDY-FM (Marysville)

Newspapers: Marysville Advocate - weekly  
Frankfort Area News - weekly  
The Telegraph, Waterville - weekly

Cable: TCI Cable

Yellow Pages: Southwestern Bell (Marysville)

NEMAHA COUNTY (SABETHA, SENECA, CENTRALIA, MARYSVILLE)

Radio: KMZA-FM (Seneca)

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

Page 7

Newspapers:     Sabetha Herald - weekly  
                 Seneca Courier-Tribune- weekly  
                 Nemaha County Journal Leader, Centralia

Cable:           Beatrice Cable TV (Marysville)  
                 Galaxy Cablevision (Seneca & Sabetha)  
                 Washington Cable TV, Inc.

Yellow Pages:   Southwestern Bell (Sabetha, Seneca, and  
                         Marysville)

PROVIDERS OF INFORMATION  
WIBW AM/FM  
Topeka, Kansas  
Page 8

WIBW-FM PRIMARY CONTOUR

(The WIBW-FM Primary Contour includes Topeka Metro Area,  
DMA, & also the following):

DOUGLAS COUNTY (LAWRENCE)

Radio:	KANU-FM	KLWN-AM
	KJHK-FM	KLZR-FM
Television:	KMCI	
Newspapers:	Lawrence Journal-World - daily	
	Eudora News - weekly	
	High Plains Journal	
	The Ledger	
	The Note	
	Kansas University Daily Kansan - daily	
	Pitch Weekly	
Cable:	Sunflower Cablevision	
	Perry Cablevision	
Direct Mail:	Consolidated Mailing Corp. (Lawrence)	
	Kansas Key Press (Lawrence)	
	Knight Enterprises (Lawrence)	
Yellow Pages:	Southwestern Bell (Lawrence)	
Directories:	Woodward Publications, Inc. (Lawrence)	
Outdoor:	Martin Outdoor Advertising (Lawrence)	

PROVIDERS OF INFORMATION  
WIBW AM/FM  
Topeka, Kansas  
Page 9

FRANKLIN COUNTY (OTTAWA)

Radio: KOFO-AM

Newspapers: Ottawa Herald - daily  
Ottawa Times - weekly

Cable: Pittsburg Cable TV  
Galaxy Cablevision  
Communications Services

ATCHISON COUNTY (ATCHISON)

Radio: KAIR-AM  
KAIR-FM

Newspapers: Atchison Daily Globe - daily

Cable: Fanch Cablevision

CLAY COUNTY (CLAY CENTER)

Radio: KCLY-FM

Newspapers: Clay Center Dispatch - daily

Cable: Cablecom of Clay Center  
Galaxy Cablevision

DICKINSON COUNTY (ABILENE)

Radio: KABI-AM  
KSAH-FM

Newspapers: Abilene Reflector-Chronicle - daily  
Chapman Advertiser & Enterprize Journal-weekly

Cable: Cablecom of Abilene  
Galaxy Cablecom

Yellow Pages: Southwestern Bell (Abilene)

PROVIDERS OF INFORMATION  
WIBW AM/FM  
Topeka, Kansas  
Page 10

CHASE COUNTY

Newspapers: Chase County Leader-News,  
Cottonwood Falls - weekly

Cable: Tri Star Cable, Inc.

PROVIDERS OF INFORMATION  
WIBW AM/FM  
Topeka, Kansas  
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WIBW (AM) CONTOUR DAYTIME COVERAGE

WYANDOTTE COUNTY (BONNER SPRINGS, K.C.)

Newspapers: K.C. Record - weekly  
Bonner Springs Chieftain - weekly  
K.C. Kansan -  
Wyandotte West - semi-weekly  
Wyandotte Echo - weekly

Cable: Galaxy Cablevision  
American Cablevision

Direct Mail: ADVO, Inc.  
All Packaging Company  
American Lithographics, Inc.  
Barkley and Evergreen  
Bleich and White Mailing Service  
Cha Le Computer Services  
City Distributors  
Color Works  
Computer Mailing, Inc.  
Consolidated Mailing Corp.  
Contacts Influential America  
Corporate Output Services  
Courtney Business Assistance  
D & O Distributing  
Danielle, McKenzie, and Alexander  
Data Mail  
Direct Data Services  
Direct Mail Strategies  
Direct Marketing Resources  
Dovetail Partner Promotions  
Duffy Creative Services  
Executive Image Printing  
Felco Printing and Mailing  
Global Promotional Mailings  
Henry Wurst, Inc.  
Impact Direct Marketing  
Inquest International  
KCS Direct Mail  
Kansas City Automated Mail, Inc.  
Lion Share Marketing, Inc.  
List Emporium, Inc.

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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List Mart, Inc.  
Lund Mark Advertising and Design  
Mach 1 Marketing  
Mail and More  
Mail Print, Inc.  
Mail Sort, Inc.  
Mailing Clearing House  
Marketing Communications, Inc.  
Marketing Technologies  
Marketshare Publications  
Merrigan and Company  
Meyer Partners  
Midwest Direct Marketing, Inc.  
Midwest Mailing, Inc.  
Mission Direct Marketing  
Money Mailer of Mid America  
Money Mailer of North Jackson County  
Money Mailer of North Johnson County  
Money Mailer of South Johnson County  
Neff Printing, Inc.  
Neighborhood Advertising  
OMNI Media  
The Personal Marketing Company  
Personalized Envelope Typing Service  
Precision Communications  
Quality Mail Marketing  
Ryan Direct  
Ryan/Whitenton Direct Response  
J. Schmid & Associates  
Southwest Publishing and Mailing  
Yellow Pages Sales Office  
Staley Marketing Group  
Target Direct Marketing  
G. Thomas and Associates  
Town Planner Calendar  
Diane Turner and Associates  
Unicorn Stock Photo Library  
Valentine-Radford Direct  
Val-Pak Coupons  
ValuMail  
Wilson Direct Source  
Wolfe Direct

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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Directories: Fred Arbanas, Inc.  
B V & K Direct, Inc.  
Benchmark Publications  
Bernstein-Rein Advertising  
Berry-Sprint Publishing  
Black Pages  
Blue Valley Publications  
Christenson, Barclay, and Shaw, Inc.  
Cole Information Services  
Community Connection  
Consolidated Directories  
Day Advertising  
Directory Resource Consultants  
GTE Directories  
Heart of America Life Pages  
Kansas City Golf Magazine  
Ketchum Directory Advertising  
LaLista Latina Hispanic Business Directory  
National Yellow Page Service  
Neighborhood Networks  
Polk City Directories  
Sprint Publishing and Advertising  
TMP Worldwide  
TV FanFare  
Thomas Register of American Manufacturing  
VMS Directory Services  
Valentine-Radford, Inc.  
WCS Publishing  
Yellow Page Quick Index

Outdoors: A-AA Portable Sign Rental  
Ad Trend Giant Balloons and Searchlights  
Balloon Events  
Craig Outdoor Advertising  
Gannett Outdoor Co. of K.C.  
Herron and Company  
Impact Imaging, Inc.  
Martin Outdoor Advertising  
Metromedia Technologies  
Missouri Poster and Banner  
Odegard Outdoor Advertising  
Olson Outdoor, Inc.  
Outdoor Sales Office  
Premiere Outdoor Advertising



PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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3M Outdoor Advertising  
Wilson Curtiss Outdoor Advertising  
The Computer User  
National Publishing  
Programs for the Arts  
Recognition Communications  
Outdoor Advertising (LAFAYETTE CO.,  
KANSAS CITY, MO.)  
Rinne Sign Company (LAFAYETTE CO.,  
KANSAS CITY, MO.)  
Brooks Publishing Company  
Direct to You  
The Essential Book  
Flyer Distribution Center  
Granny's Coupon  
Incredicard Limited  
The Shoppers Edge  
Southwestern Bell Yellow Pages  
Town Planner Calendar/Granny's Coupons  
Val-Pak of Kansas City

JOHNSON COUNTY (K.C.)

Newspapers: College Blvd. News - weekly  
Olathe Daily News - daily  
K.C. Jewish Chronicle - weekly  
Shawnee Journal Herald - weekly  
Sun Newspapers - semi-weekly  
Spring Hill New Era - weekly  
Gardner News - weekly

Cable: TCI of Overland Park  
Jones Intercable  
Cablevision (Excelsior Springs)  
American Cablevision  
Classic Cable

LEAVENWORTH COUNTY (LEAVENWORTH)

Radio: KKLO-AM

Newspapers: Leavenworth Times - daily  
Basehor Sentinel - weekly  
Tonganoxie Mirror - weekly

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

Page 15

Cable: Galaxy Cablevision  
American Cablevision

Direct Mail: Chronicle Shopper (Leavenworth)  
Lansing Publisher, Inc.

Yellow Pages: Southwestern Bell Yellow Pages (Leavenworth)

Directories: Consolidated Mailing Corp. (Leavenworth)

Outdoor: Robinson Outdoor Advertising (Leavenworth)

WOODSON COUNTY (YATES CENTER)

Newspapers: Yates Center News - weekly

Cable: Communications Sources, Inc.

GREENWOOD COUNTY (EUREKA)

Radio: KOTE-FM

Newspapers: Eureka Herald - weekly  
Madison News - weekly

MIAMI COUNTY (LOUISBURG, OSAWATOMIE)

Newspapers: Louisburg Herald-weekly  
Miami County Republic - semi-weekly  
Osawatomie Graphic - weekly

Cable: Classic Cable

LINN COUNTY (PLEASANTON, PLAINVILLE)

Newspapers: Linn County News, Pleasanton - weekly

Cable: Classic Cable (Plainville)  
Regional Cable TV

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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ALLEN COUNTY (IOLA, HUMBOLDT)

Radio: KALN-AM (Iola)  
KIKS-FM (Iola)

Newspapers: Iola Register - daily  
Humboldt Union - daily

Cable: Communications Services, Inc.  
TCI of Kansas (Humboldt)

BUTLER COUNTY (EL DORADO, ANDOVER, AUGUSTA, ROSE HILL)

Radio: KSRX-AM  
KTLK-FM

Newspapers: El Dorado Times - daily  
Andover Journal Advocate - weekly  
Augusta Daily Gazette - daily  
Rose Hill Reporter - weekly

Cable: Multimedia Cablevision

MARION COUNTY (HILLSBORO, PEABODY)

Radio: KJRG-AM  
KOEZ-FM

Newspapers: Hillsboro Star - weekly  
Marion County Record - weekly  
Peabody Gazette Bulletin - weekly

Cable: Galaxy Cablevision (Marion)  
Multimedia Cablevision

WASHINGTON COUNTY (LINN, HANOVER, CLIFTON)

Newspapers: Hanover News - weekly  
Washington County News - weekly  
Linn-Palmer News - weekly  
Clifton News Tribune - weekly

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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Cable:               Regional Cable TV  
                      Tri Star Cable

Yellow Pages:   Southwestern Bell (Washington)

OTTAWA COUNTY (MINNEAPOLIS, DELPHOS)

Radio:             KJLS-FM

Newspapers:       Delphos Republican - weekly  
                     Minneapolis Messenger - weekly

Cable:             Galaxy Cablevision

BROWN COUNTY (HIAWATHA, HORTON, FAIRVIEW)

Radio:             KNZA-FM (Hiawatha)

Newspapers:       Hiawatha Daily World - weekly  
                     Everest World - weekly  
                     Fairview Enterprise - weekly  
                     Horton Headlight - weekly

Cable:             Fallon Cablevision  
                     CLR Video

Yellow Pages:   Sprint (Hiawatha)

REPUBLIC COUNTY (BELLEVILLE, COURTLAND, SCANDIA)

Radio:             KREP-FM (Belleville)

Newspapers:       Belleville Telescope - weekly  
                     Belleville Farmer Stockman - weekly  
                     Scandia Journal - weekly  
                     Courtland Journal-Empire - weekly

Cable:             Belleville Comm.  
                     Courtland Cable TV  
                     Galaxy Cablevision

PROVIDERS OF INFORMATION  
WIBW AM/FM  
Topeka, Kansas  
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CLOUD COUNTY (CONCORDIA)

Radio:                KNCK-AM  
                      KCKS-FM  
                      KVCO-FM

Newspapers:        Clyde Republican - weekly  
                      Concordia Blade Empire - daily  
                      Glasco Sun - weekly  
                      Miltonvale Record - weekly

Cable:                Cablecom of Concordia

Yellow Pages:      Southwestern Bell (Concordia)

MITCHELL COUNTY (BELOIT, CAWKER CITY)

Radio:                KVSF-AM  
                      KVSF-FM

Newspapers:        Beloit Daily Call & Post - daily  
                      Cawker City Ledger - weekly

Cable:                Cablecom of Beloit

Yellow Pages:      Southwestern Bell (Beloit)

SEDGWICK COUNTY (WICHITA, AND WICHITA AREA)

Radio:	KFDI-AM	KQAM-AM
	KFDI-FM	KICT-FM
	KKRD-FM	KNSS-AM
	KRZZ-FM	KYQQ-FM
	KSGL-AM	KCFN-FM
	KZSN-AM	KDGS-FM
	KZSN-FM	KIBN-FM
	KTLI-FM	KLLS-FM
	KRBB-FM	KFH-AM
	KXLK-FM	KMUW-FM
	KEYN-FM	KANR-FM
Television:	KPTS	KSNW
	KSAS	KWCH
	KSMI	KAKE

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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Cable: Multimedia Cablevision

Newspapers: American Gas & Oil Reporter -  
Phoenix Publications -  
Ark Valley News - weekly  
Active Aging -  
Andover Journal Advocate - weekly  
Augusta Daily News - daily  
Bargain Hunters -  
Belle Plaine News - weekly  
Community Voice -  
The Daily Reporter -  
The Wichita Eagle - daily  
East Wichita News -  
Ebony Shopper and News -  
El Dorado Times - daily  
El Perico -  
Haysville Times -  
Mulvane News - semi-weekly  
Ngay Nay -  
OK Times  
Old Town Gazette  
Pennypower Shopping News -  
Plaindealer Newspaper -  
Professional Singles Journal -  
The Prospector -  
Rose Hill Reporter - weekly  
Sedgwick County Competitor -  
Southern Life -  
Town Connection -  
Sunflower Monitor -  
Thompson & Associates -  
Times Sentinel - weekly  
Westside Story -  
White Buffalo Gazette  
Wichita Business Journal - weekly  
Wichita Chronicle -  
Wichita Times -  
Wichita State Sunflower -  
Kansas Newman Vantage -  
Mennonite Weekly Review -  
Thrifty Farmer -  
Wichita Traveler Magazine -  
Wichita Hi-Lighter -  
Wichita Family Ties -

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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Short Wing Piper News -  
Kansas Bowling News -  
The Catholic Advance -  
The Triangle Magazine -

Direct Mail:   Aces of Kansas  
                  Ad-Mail Marketing  
                  American Advertising, Inc.  
                  Belle Plaine News & Oxford Register  
                  Business Strategies Group, Inc.  
                  Contemporary Communications  
                  Cornerstone Advertising  
                  Dial-a-Waiter  
                  Cornerstone Advertising  
                  Direct Mail Printers  
                  Handy Mailing Service  
                  Home Town Mailer  
                  Mail Marketing Group, Inc.  
                  Mass Media, Inc.  
                  Money Mailers East  
                  Office Aide, Inc.  
                  Penny Power Shopping News, Inc.  
                  Postal Presort, Inc.  
                  Power Saver  
                  Southwestern Bell Yellow Pages  
                  Super Values Coupon Clipper  
                  Targeted Ads  
                  Typed Letters Corporation  
                  Wichita ValuMail Magazine  
                  Your Direct Mail Advertising  
                  Ad Associates Agency  
                  Christian Yellow Pages  
                  Feist Publications  
                  Prarie Publishers  
                  Rose Industrial Services  
                  Penny Power Shoppers News, Inc.  
                  Shoppers Ad-Vantage  
                  Shopper's Guide

Yellow Pages:   Southwestern Bell  
                  Feist Publications  
                  Polk Directories

Outdoor:        Adverson Outdoor Advertising  
                  Claude Federal Sign & Awning  
                  Dowrcy Outdoor Advertising Company

PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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Ed Dunn and Sons Signs, Inc.  
Mobile Ads  
Porta-Ad of Wichita  
Poster Company  
Prestige Rental Signs  
A Plus Graphics  
Absolutely Unlimited  
Aces of Kansas  
Ad Ventures  
Advertising Media  
Air Capitol Advertising  
Arts Advertising Items  
Ash-Craft Awards & Engraving  
Balloon World, Inc.  
Bob Ewing Advertising  
Jack Brown & Associates  
Business Unlimited  
CB Specialties  
Cochranis Enterprises  
Corporate Advertising Products  
Country Accents  
Creative Awards & Screen Printing  
David Bolduc Ad Specialties  
DeWitt Manufacturing  
Edison Promotional Advertising Co.  
Express Designs of Town West  
Frontier International  
Bob Gray Company  
Great American Incentives  
Hamilton Specialty Advertising  
Sam Howell Enterprises  
K & L Specialty Advertising  
KISCO  
KNIPP's  
Mobile Ads  
Premium Promotions  
George Roehr & Company  
S.F. Barrier, LTD  
Single Source  
Swag, Inc.  
Tangible Advertising  
Telesources  
US Logo Apparel



PROVIDERS OF INFORMATION

WIBW AM/FM

Topeka, Kansas

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SALINE COUNTY (SALINA)

Radio:	KSAL-AM	KILS-FM
	KYEZ-FM	KQNS-FM
	KINA-AM	KSKG-FM
	KCVS-FM	KZBZ-FM

Newspapers: Buyers Guide -  
Community Line -  
Salina Journal - daily

Cable: TCI of Kansas, Inc.

Direct Mail: Marketaide Services, Inc. (Salina)

Yellow Pages: Southwestern Bell Yellow Pages (Salina)

Outdoor: Gateway Outdoor Advertising Company,  
Inc. (Salina)

MCPHERSON COUNTY (MCPHERSON, LINDSBORG)

Radio: KBBE-FM  
KNGL-AM

Newspapers: Lindsborg News-Record - weekly  
Marquette Tribune - weekly  
McPherson Sentinel - daily  
Canton Pilot - weekly  
Ledger, Moundridge - weekly

Cable: Multimedia Cablevision of McPherson

Yellow Pages: Southwestern Bell (McPherson)

RENO COUNTY (HUTCHINSON)

Radio:	KGLS-FM	KZSN-FM
	KHUT-FM	KHCC-FM
	KSKU-FM	KGGG-FM
	KWBW-AM	